BUDAPEST
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UNIVERSITIES AND CULTURAL ROUTES

1st International
Academic Conference

Gabor Bodis PhD

Scale Switch to Newtourism

Information, Route and Capacity Design

new.
tourism
moments
that last

Sometimes we have
to travel far enough
to arrive close enough.

future-proof position

tourism

WHY?

design

WHAT?

sustainability
competitiveness

learning

HOW?

interface
touch points

destination

narratives

Tourism, Design, Learning: Destinations and Routes

WHAT? → **HOW?** → **WHY?**

WHAT?

Can design empower the visibility, presentation and management of a non-homogeneous region, which is unbalanced in its services, **by creating a framework**?

HOW?

Can a destination thus framed **be associated with tourism product** alternatives based on motivation, multimodality and responsibility and **narratives**?

WHY?

Can stakeholders integrate future developments in the area covered by the framework into a rating system that supports tourism information, experience route and **capacity design**s?
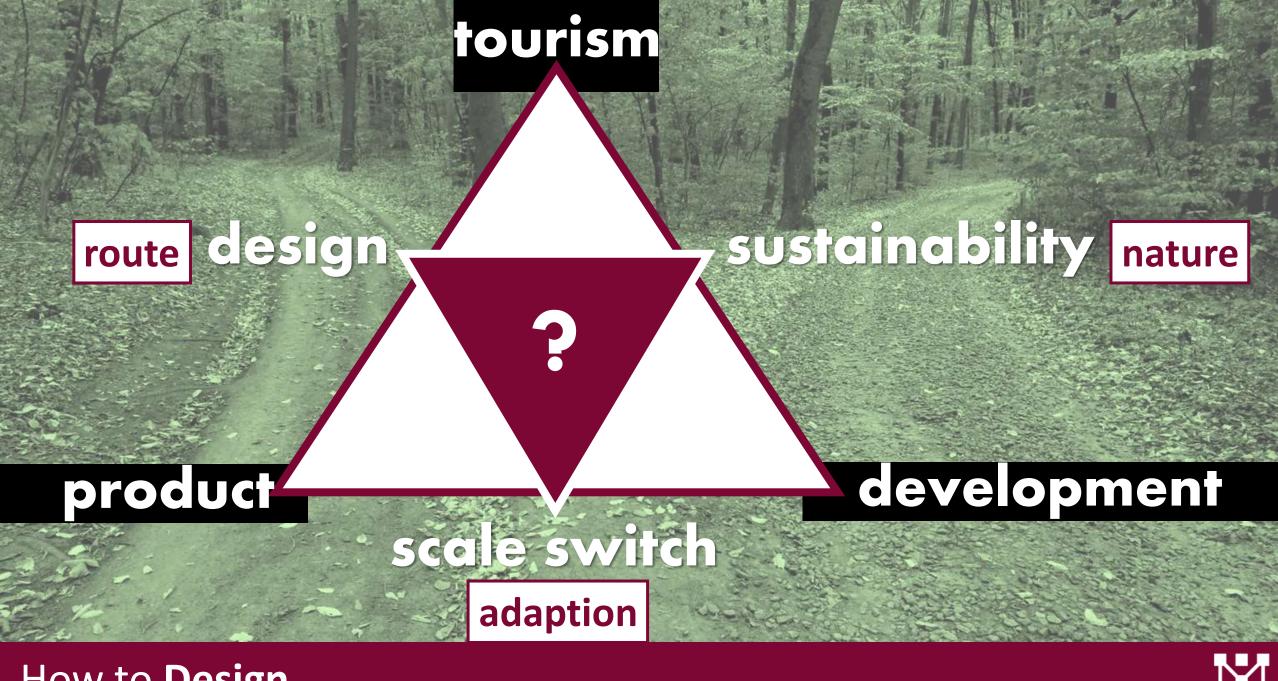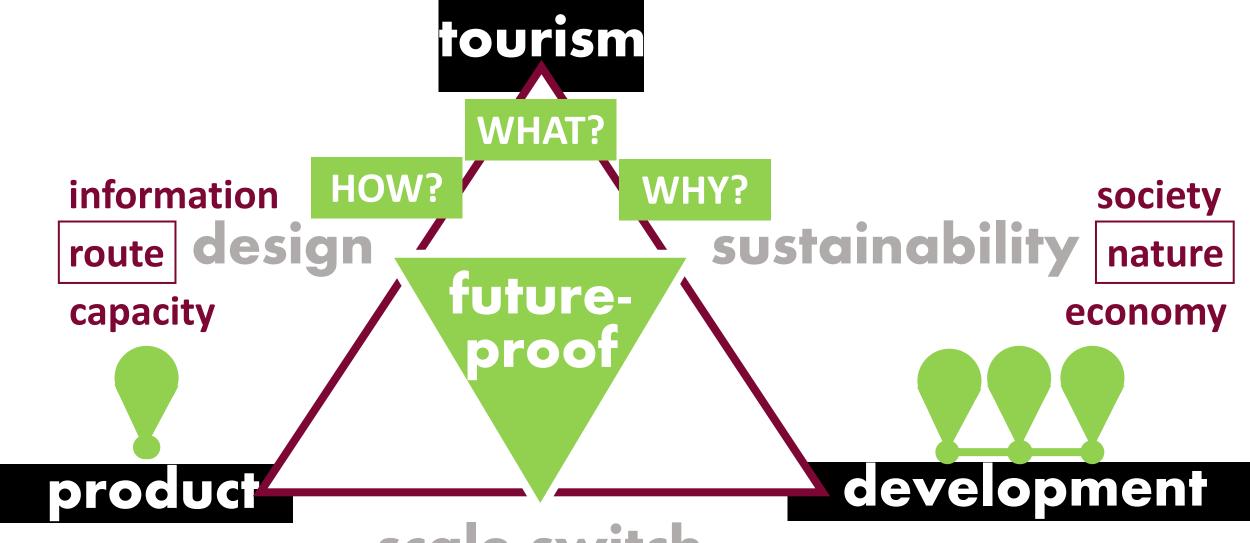
Expression → Representation → Involvement

Key-questions on the basis of Universal Design for Learning

tourism

WHAT?

HOW?   WHY?

information   **design**   society

route   future-   nature
proof

capacity   economy

product   development

scale switch

incubation   adaption   cooperation

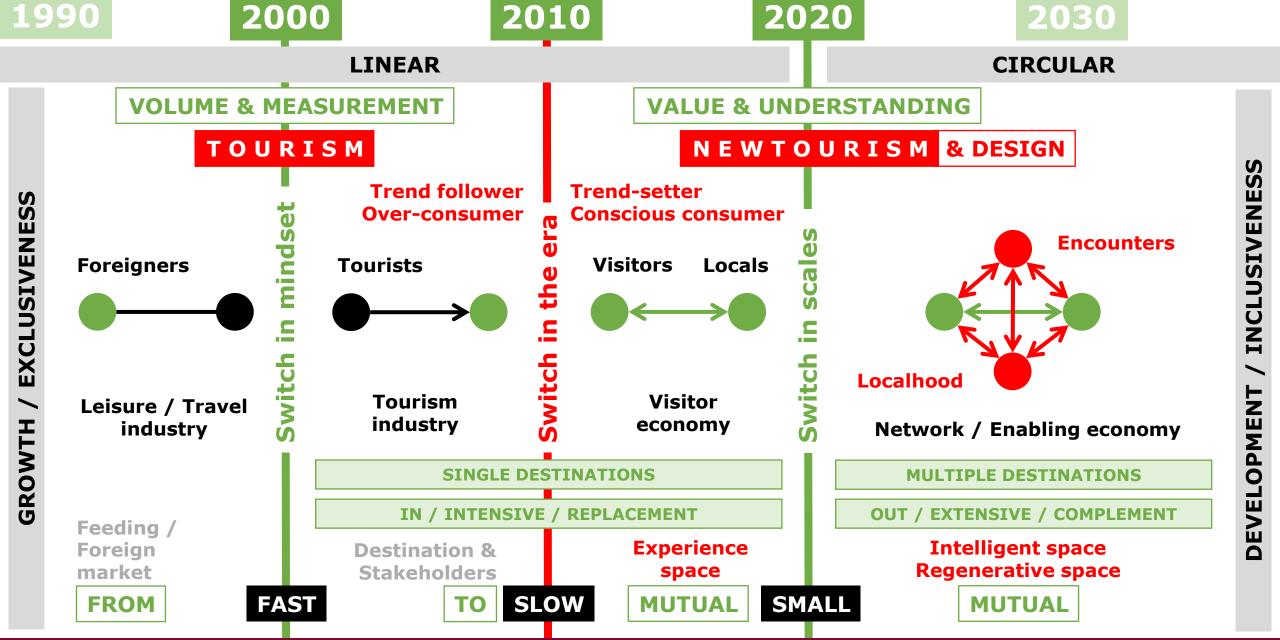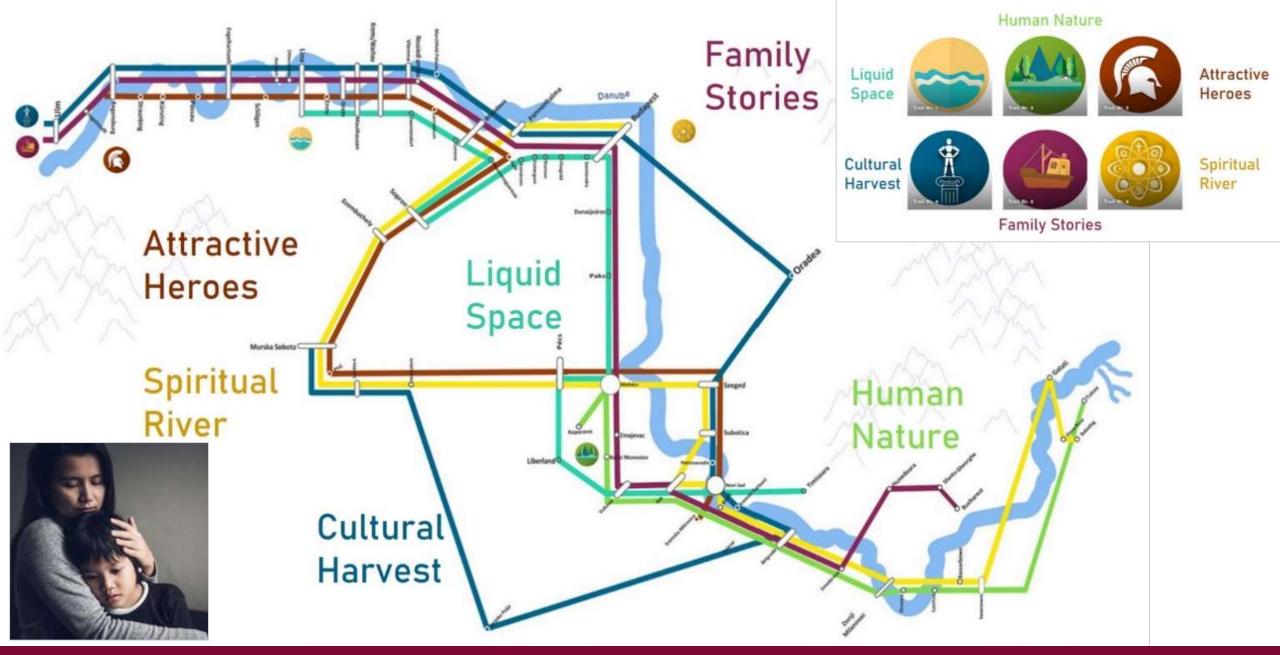Information + Route + Capacity **Design**

count in
count on
#encounter

The most visual social and natural encounter ever to get to know ourselves in the reflection of a new environment in which we immerse.

Tourism concept transition to Scale switch

Case: **Rephrasing the River Danube**

Academic activities and research in the field of Cultural Itineraries of the University of La Laguna, member of the University Network for Cultural Routes Studies of the European Institute of Cultural Routes

• October 2024.   San Cristóbal de La Laguna: **THE ROUTES OF TRANSHUMANCE**
Presentation of the certificate as a European Cultural Route and certificate with which the University of La Laguna has been accepted to join the **University Network for Cultural Routes Studies.**
October 2024, University of La Laguna. Campus América: **II International Seminar. Models of Heritage Cooperation and Sustainable Development between Europe and America'**
Aula Magna **Institutional roundtable: 'Culture and Heritage: World Heritage Cities and Ibero-American Universities'**
• September 2024. San Cristóbal de La Laguna: **4TH Cultural Heritage Conference**
• May 2024. Museo de Altamira. Santillana del Mar, Cantabria:
3RD MEETING OF CULTURAL ITINERARY MANAGERS OF THE COUNCIL OF EUROPE IN SPAIN
"Mapping Europe's cultural landscape: collective projects to promote a Europe of citizens"
• November 2023. Museu dos Têxteis – MUTEX de Castelo Branco:
8TH INTERNATIONAL SEMINAR ON TRANSHUMANCE ROUTES AND RURAL ROADS
• June 2021, San Cristóbal de La Laguna:
5TH INTERNATIONAL SEMINAR ON TRANSHUMANCE ROUTES AND RURAL ROADs
February 2021: **The European transhumance network.**
The ancestral infrastructuring of the territory for settlement rebalance in post-pandemic society
Journal of Urban Planning, Landscape & environmental Design. Representing ULL: Sr. D. José Juan Cano Delgado

WEBSITE AND SOCIAL NETWORK DEVELOPMENT   www.https://ttrr.eu/

Transhumance trails

"Cultural Route of the Council of Europe" certified in **2023**

Transhumance Trails

Cultural route
of the Council of Europe

Itinéraire culturel
du Conseil de l'Europe

COUNCIL OF EUROPE

CONSEIL DE L'EUROPE

Popolazioni preromane direttrici di transumanza

ETRUSCHI

SABINI

MARSI

EQUI

LATINI

ERNICI

VOLSCI

SANNITI

AURUNCI

Intercom_dem_lazio

popoli_preromani

0 10 20 30 40 50 60 km

Author: Carlo Valerani

Trails
hance

Transhumance
Trails

**Cultural route
of the Council of Europe**

Itinéraire culturel
du Conseil de l'Europe

COUNCIL OF EUROPE

CONSEIL DE L'EUROPE

Cultural route of the Council of Europe
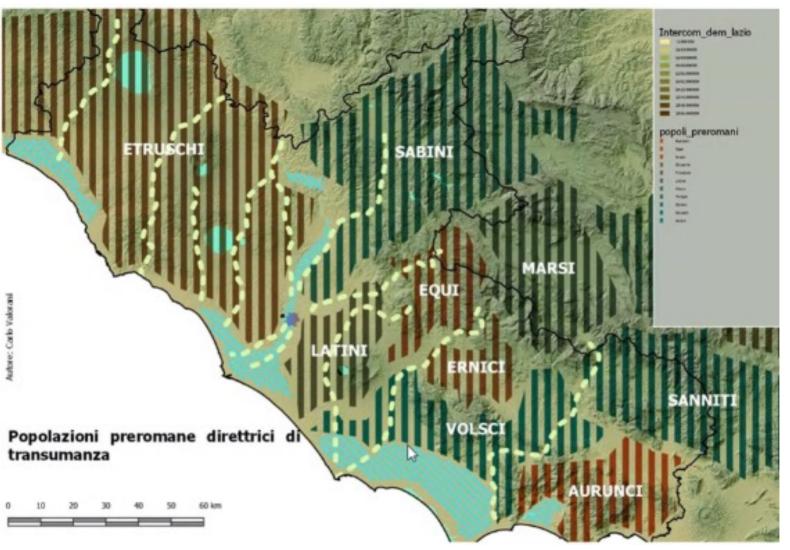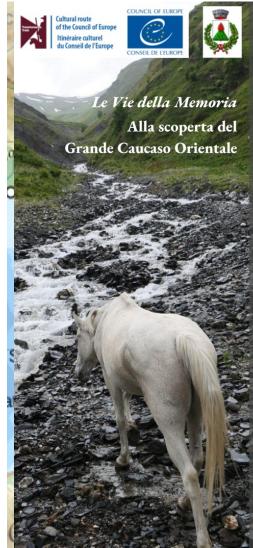Itinéraire culturel du Conseil de l'Europe

COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

Spedizione scientifica 2024 nei territori delle comunità di pastori transumanti della Tuscezia (Georgia)

Sabato 14 Dicembre 2024 a Jenne (RM) presso la Sede Italiana dell'Itinerario Culturale «Vie di Transumanza»

Le *Vie della Memoria*
Alla scoperta del
Grande Caucaso Orientale

Saluti Istituzionali
Giorgio Pacchiarotti, Sindaco di Jenne
Ambasciata italiana a Tbilisi
Roberta Alberotanza, Esperto valutatore Itinerari CoE
Intervengono
Francesco Spada, Coordinatore Comitato Scientifico *Vie di Transumanza*
Gregorio Paz Iriarte, Comitato Scientifico *Vie di Transumanza*
Cosima Stewart, Comitato Scientifico *Vie di Transumanza*
Alessandro Mazziotti, Suoni della Terra, Comitato Scientifico *Vie di Transumanza*
Modera
Simona Messina, Responsabile Itinerario *Vie di Transumanza*

Inaugurazione *mostra* degli strumenti musicali

Interpretation of the Value of European Cultural Routes from a Landscape Perspective:

The Case of Via Francigena

Wenshan Chen, PhD candidate,
Department of Architecture and Urban Studies,
Politecnico di Milano

POLITECNICO
MILANO 1863

1st International Conference on Universities and Cultural Routes I Santiago de Compostela I Nov 13, 2024
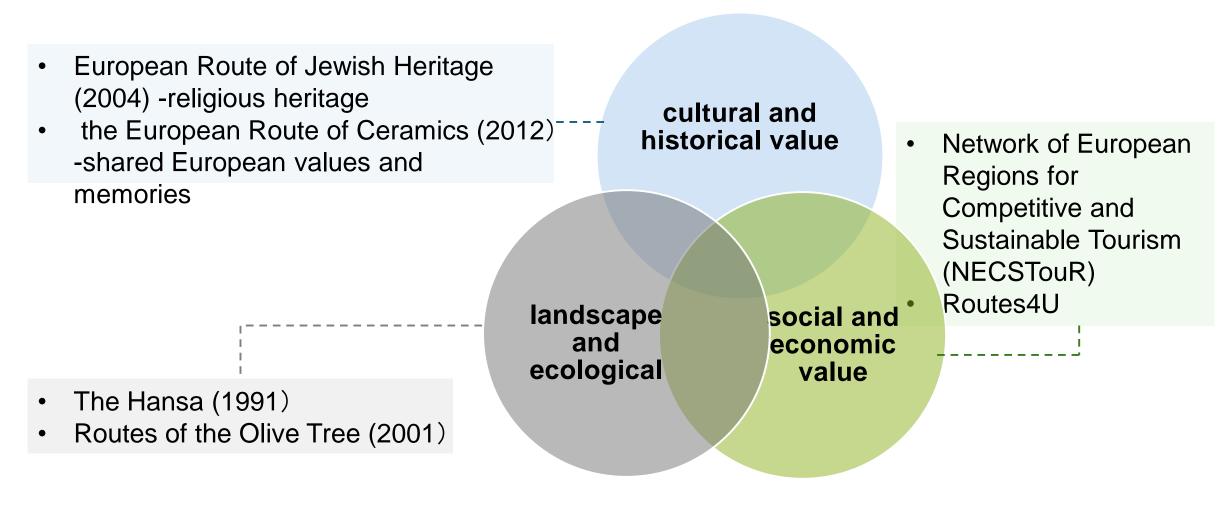
0. Introduction

❓ Research questions :

- How to assess and interpret the value and cultural significance of European cultural routes?

- how can the value of cultural route heritage be properly interpreted while balancing the needs for landscape and cultural heritage preservation?

⌖ Research objects :

- understand the multiple value of European cultural routes in different context;

- establish a framework in terms of heritage interpretation to better understand the value of cultural routes

1. Recognition of the Multiple Values and spatial pattern of European Cultural Routes
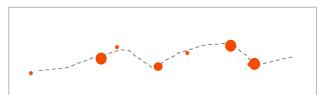
- European Route of Jewish Heritage (2004) -religious heritage
- the European Route of Ceramics (2012) -shared European values and memories

cultural and historical value

- Network of European Regions for Competitive and Sustainable Tourism (NECSTouR) Routes4U

landscape and ecological

social and economic value

- The Hansa (1991)
- Routes of the Olive Tree (2001)

(1). Dispersed point pattern: *Historic cafes route (2022)*

https://historiccafesroute.com/
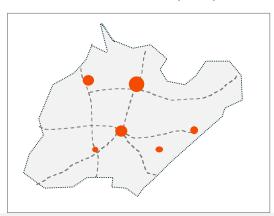
(2). Linear pattern: *Transromanica (2007)*

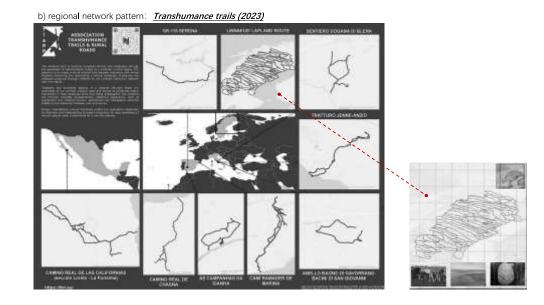https://www.transromanica.com/

(3). network pattern

a) integrated network model:
saint-martins-routes (2005)

Analyzing the spatial pattern of European cultural routes

the three major spatial patten with high flexibility

b) regional network pattern: *Transhumance trails (2023)*

2. Interpretation of Cultural Routes from the Landscape Perspective

Historical Roads as Physical Evidence of Cultural Routes

Landscape as tangible expression of identity and cultural value

- **Beyond Physical Roads:**

14 out of 48 certified routes (e.g., Via Appia, Camino de Santiago) trace back to ancient communication paths with functions like pilgrimage, trade, and migration.

- **Historical Roads as "Open-Air Museums"** :

that link past, present, and future, and epresent systems of historical architecture, technology, and culture.

- **European Landscape Convention (2000):**
- **Codice dei beni culturali e del paesaggi, 2004, Art. 131 :**

"Landscapes are a manifestation of the diversity of our common cultural and natural heritage and a cornerstone of identity"

➢ Landscapes valued not only aesthetically but as cultural identity markers and economic resources.
➢ Protects landscapes as cultural heritage with historical, cultural, and natural significance.

3. Case Study: Protection Strategies from Landscape Perspective of the **Via Francigena** (Italian Section)

- **990**, archbishop Sergic ducumented the 79 stages of his itinerary between Rome and Canterbury in a journal;

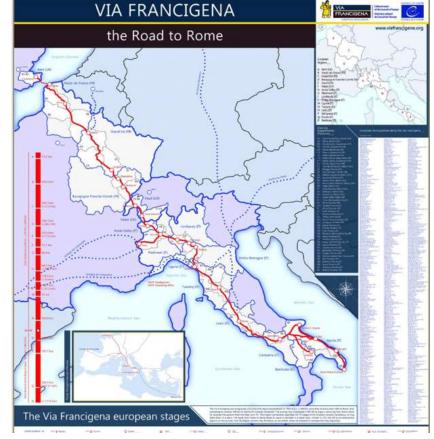- **1994**, certified as European cultural route , the whole journey across UK, France, Switzerland and Italy;
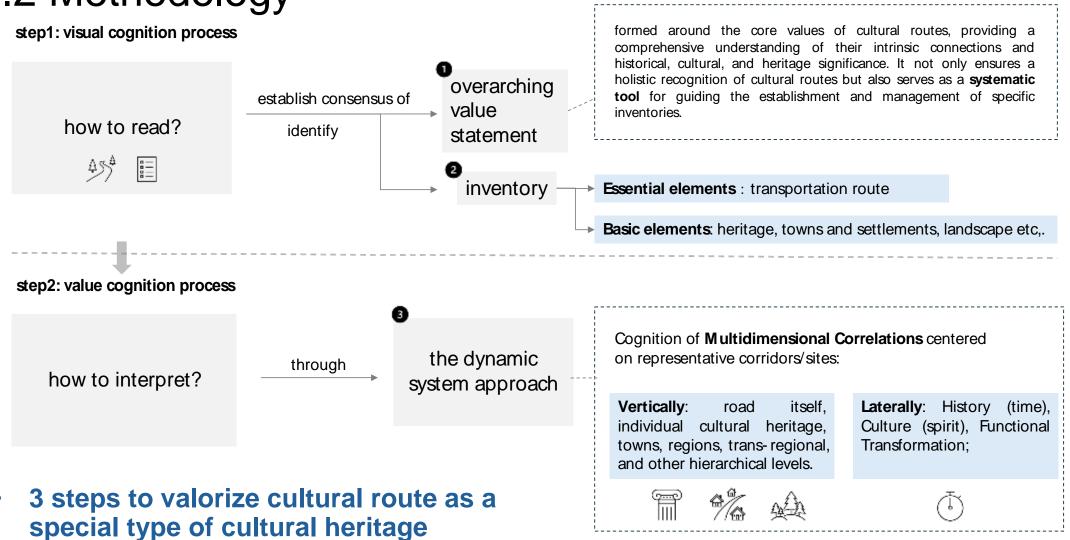
- **2019**, joined on the UNESCO National Tentative List of Italy

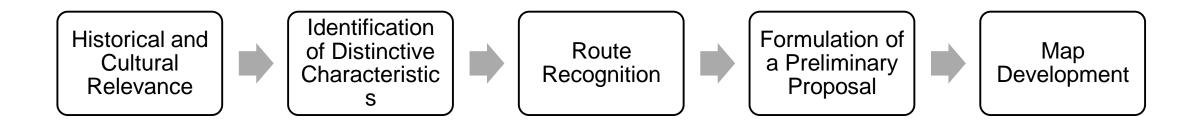- **2022**, Memorandum of Understanding for the continuation and promotion of the UNESCO candidacy.

Itinerary of Via Francigena from Kent to Rome was divided by 146 stages.
accessed from: https://www.viefrancigene.org/it/chi_siamo/)

3.2 Methodology

step1: visual cognition process

how to read?

establish consensus of

identify

1 overarching value statement

formed around the core values of cultural routes, providing a comprehensive understanding of their intrinsic connections and historical, cultural, and heritage significance. It not only ensures a holistic recognition of cultural routes but also serves as a **systematic tool** for guiding the establishment and management of specific inventories.

2 inventory

Essential elements : transportation route

Basic elements: heritage, towns and settlements, landscape etc,.

step2: value cognition process

how to interpret?

through

3 the dynamic system approach

Cognition of **Multidimensional Correlations** centered on representative corridors/sites:

Vertically: road itself, individual cultural heritage, towns, regions, trans- regional, and other hierarchical levels.

Laterally: History (time), Culture (spirit), Functional Transformation;

- **3 steps to valorize cultural route as a special type of cultural heritage**

Step 1: establish an over-arching concept

| Historical and Cultural Relevance | → | Identification of Distinctive Characteristics | → | Route Recognition | → | Formulation of a Preliminary Proposal | → | Map Development |

Step 2: the inventory of cultural heritage
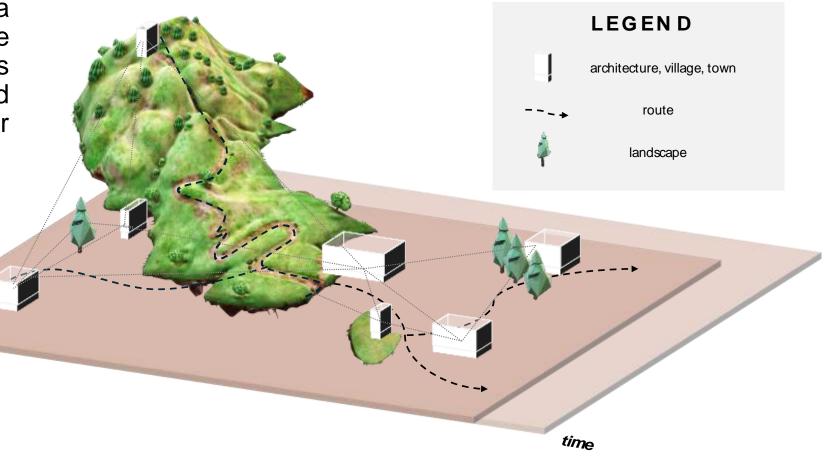
	UK **GB**	**Switzerland** **CH**	**France** **FR**	**Italy** **IT**
Number of cultural heritages	Kent 14	Vaud (20) Vallese (6)	Hauts-de-France (73) Grand Est (38) Bourgogne-Franche-Comté (9)	Valle d'Aosta (27) Piemonte (107) Lombardia (27) Emilia-Romagna (37) Liguria (7) Toscana (99) Lazio (66)

* statistics by the 1st phase 2015-2019, accessed from https://www.viefrancigene.org/wp-content/uploads/2023/08/eng_brochureunesco.pdf

the dynamic system approach:

to view the components and their relationship between the road, landscape, cultural heritage, and their interconnectedness as a dynamically evolving system, the cultural route's multiple meanings within historical, cultural, and natural contexts are better understood

Step 3: to read the cultural routes as a whole

LEGEND

architecture, village, town

route

landscape

4. Conclusion

1. functions of cultural routes

tourism destinations and historical artifacts revealing the interaction of culture, nature, society, and politics

2. the role of landscape and cultural heritage

serve as symbols **of collective memory** and **European identity**.

3. interpretation strategy of cultural routes value

a landscape perspective, allows for a **deeper understanding** of the historical, land, and cultural evolution of the passed by regions, better develop a **holistic awareness** of heritage conservation, ecological outreach, and the development of cultural tourism.

Thanks for your listening!

Wenshan, Chen 陈文珊

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MILANO 1863
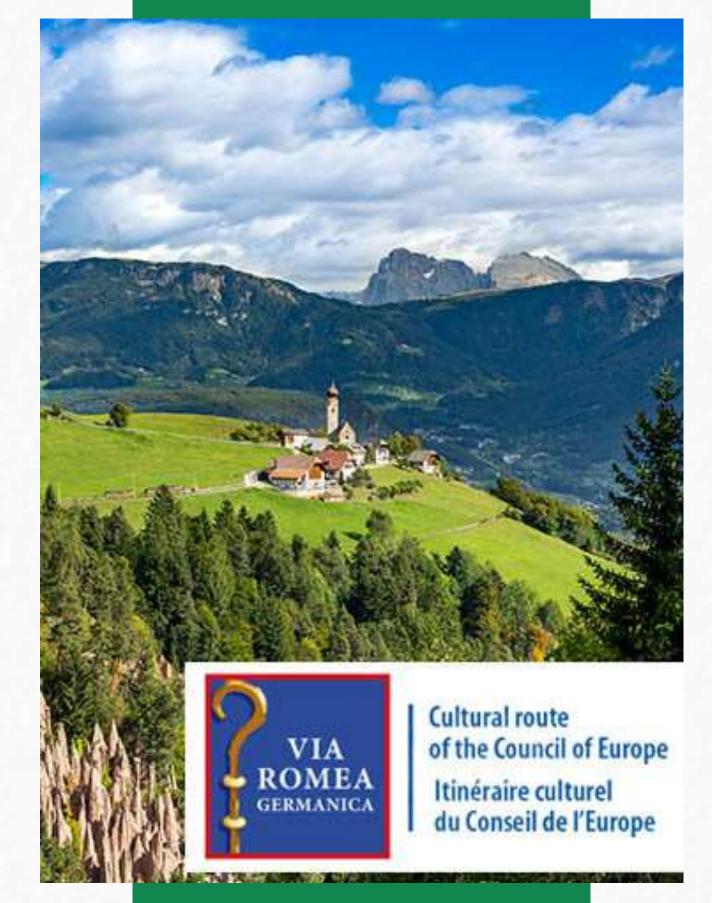
UNIVERSITÀ DEGLI STUDI DI PADOVA

Department of Cultural Heritage: Archaeology, History of Art, Film and Music
Department of Historical and Geographical Sciences and the Ancient World

EUROPEANIZATION AND TOURISM:
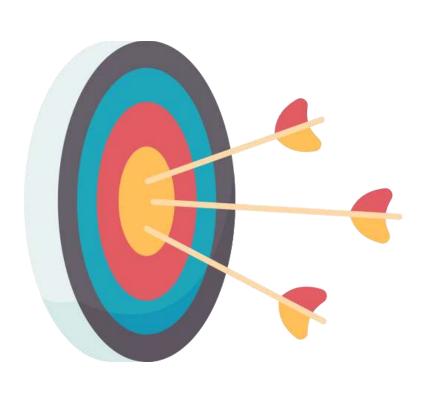## THE CASE OF THE VIA ROMEA GERMANICA BETWEEN VENETO AND EMILIA ROMAGNA

Author:

Brigida Maria Putinato, Università degli Studi di Padova

VIA ROMEA GERMANICA

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

Goal of the Research

Understanding Local Perceptions and Challenges

- The study **examines the efficacy of the Council of Europe's Cultural Routes program** in relation to the overarching concepts of Europeanization and sustainable tourism.

- The study assesses the extent to **which local stakeholders align with the program's principles** and the **difficulties they encounter** in enacting them.

Reference Literature

Cultural Routes as Vehicles for Dialogue

- Alignment of the Council of Europe's objectives with sustainable tourism principles.

- Cultural exchanges through the European Cultural Routes can enhance European cohesion and identity.

Research Questions

- Sustainable tourism should be a lever for promoting cultural Europeanization in line with the principles of the Council of Europe. **What does this entail in practice** on the ground of the **Via Romea Germanica** in **Veneto** and **Emilia Romagna**?

- **How is the cultural route perceived** within the institutional, social, cultural and tourism fabric of the **specific socio-spatial context**?

Stade

Roma

Via Romea Germanica

Case study

Via Romea Germanica between Veneto and Emilia Romagna

- Regions: Veneto, Emilia-Romagna

- Focus Areas:
  - Local CommunityAwareness
  - European Cultural Route Status

- Key Questions:
  - Stakeholders Perception
  - Significance of Certification

6

Methodology
Mixed-Method Approach

1st STEP: DATA COLLECTION

- Documentary Analysis
- Literature Review
- Semi-Structured Interviews

2nd STEP: SEMI-STRUCTURED INTERVIEWS

- Participants: **20 Local Stakeholders**

- Stakeholder Types:
  - **Public Agencies**
  - **Associations**
  - **Tourism Operators**

Results Overview – 1
Europeanization vs tourism

- Significant **gaps in the perception** of the Via Romea Germanica among local stakeholders, highlighting a **disconnection between its potential as a tool for cultural Europeanization and its current recognition** primarily as a tourism asset.
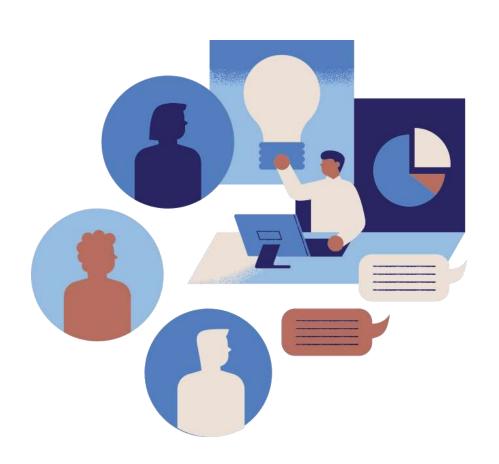
Cultural heritage as tourismdriver
(beyond Europeanness)

" *The Via Romea Germanica, with its passage through our territory, represents an important opportunity to make known and appreciate a minor heritage, often neglected by traditional tourist flows. Pilgrims who travel it have the opportunity to get in touch with places and traditions that would otherwise remain hidden. It is a heritage that is not for this reason of less value; on the contrary, its authenticity and uniqueness make it valuable and worthy of being enhanced." –* **Alberto Domeniconi, Pro Loco Santa Sofia**

9

Results Overview – 2

Lack of coordination and communication

- Acknowledgment of the route's cultural value.

- Challenges such as **coordination issues** and **limited resources** hinder effective management and engagement.

- **Need for improved communication** and **active involvement of local actors** to fully leverage the route's potential for enhancing local heritage and promoting sustainable tourism.

Discussion – 1

Stakeholder Perspectives and Future Research Directions

- Critical **disconnection between the ideals of the Council of Europe's Cultural Routes program** and the **perceptions of local stakeholders.**

- The route is recognized for its tourism potential, there is a notable **lack of understanding of its role in promoting cultural Europeanization.**

Discussion – 2

Stakeholder Perspectives and Future Research Directions

- Addressing governance issues and **enhancing knowledge about the program's benefits** are essential for fostering a more integrated approach that aligns tourism with cultural heritage promotion.

- Future research should explore **strategies for improving stakeholder engagement** and **communication** to realize the full potential of the route.

Conclusions and Recommendations

- The concept of **Europeanization** is underrepresented in the management of the Via Romea Germanica, leading to missed opportunities for cultural integration and heritage enhancement.

- Effective **governance** and **coordination** among stakeholders are crucial for fostering a unified approach.

- Recommendations include **developing educational tools to raise awareness** of the Council of Europe's objectives, implementing robust communication strategies to convey the route's value, and creating actionable frameworks for stakeholder engagement.

Thank You For Attention!

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In Brigida Putinato - LinkedIn
www.linkedin.com/in/brigida-putinato-6b8203223

1st International Conference on Universities and Cultural Routes
13-14 November 202, Santiago de Compostela, (Spain)

From Religion to Tourism. Emerging Trends along the Way of St. James

Lucrezia Lopez, Inês Gusman, Rubén C. Lois González,

Department of Geography, USC

Research Premises

The European Cultural Itineraries program was launched by the Council of Europe in 1987 with the declaration of the **Way of St. James as the First European Cultural Itinerary.**

Cultural Routes are ways and itineraries that, while crossing one or more countries or regions, might contribute to **their socio-economic development.**

The route has experienced different changes until becoming a **consolidated international tourist product** able to fit different tourism niches, from culture to wellbeing, from religion to gastronomy.

Research Hypothesis

Contemporary pilgrimage itineraries blend historical and new motivations, adapting to a secularized society's need for introspective journeys.

Pilgrimage routes such as The Way serve as avenues for cultural exploration, spiritual fulfilment, and health benefits, resonating with modern sensibilities while maintaining traditional religious roots

Research Aims

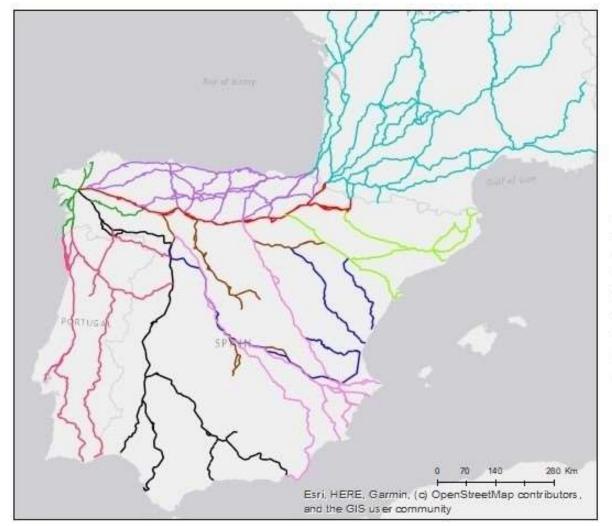To introduce new emerging trends along the First European Cultural Itinerary.

To point out new demands, new preferences and new behaviours of post-contemporary pilgrims along the Camino.

To reflect on the effects of these needs and demands on the "Economy of the Camino".

The Camino de Santiago

- Slow movement;
- Experiential character; Recovery of sociability scenarios;
- Landscape and nature;
- Ethnographic and gastronomic elements;
- Plural character of religion and culture.

Legend

The Ways of Saint James

▬▬▬	The French Way
▬▬▬	The Galician Ways
▬▬▬	The Catalan Ways
▬▬▬	The Andalusian Way
▬▬▬	The Northern Ways
▬▬▬	The Ways of the Cer
▬▬▬	The Eastern Ways
▬▬▬	The South-eastern V
▬▬▬	The Ways in France
▬▬▬	The Ways in Portuga

Source: Authors based on FEAACS, IGN 2022
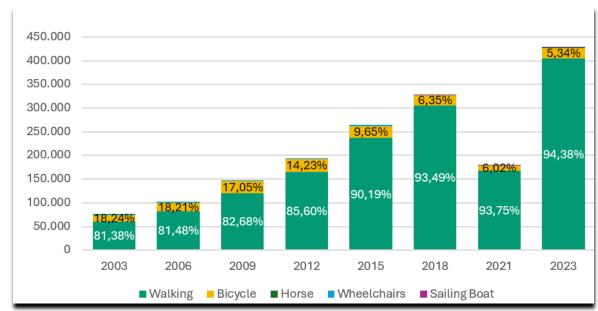
Methodology

Quantitative Methodology:
- Statistical review
  - Typologies of Tourism Accommodation in 5 Stages of the Ways (IGE);
  - Cathedral of Santiago.

Qualitative Methodology:
- Literature review;
- Participant observation (ethnographic fieldwork);
- Interviews with both service providers and pilgrims.

Modes of traveling the Camino, 2013-2023

	2003	2006	2009	2012	2015	2018	2021	2023
Bicycle	18,24%	18,21%	17,05%	14,23%	9,65%	6,35%	6,02%	5,34%
Walking	81,38%	81,48%	82,68%	85,60%	90,19%	93,49%	93,75%	94,38%

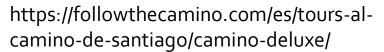■ Walking ■ Bicycle ■ Horse ■ Wheelchairs ■ Sailing Boat

General Results

The ***Economy of the Way*** is diversifying, providing services that, far from preserving its authenticity, prefer to satisfy the demands of post-secular pilgrims and tourists, who prioritise enjoyment and comfort of the experience:

- Public transportation;

- Luggage transportation services;

- Luxury hotels;

- Private accommodations.

https://followthecamino.com/es/tours-al-camino-de-santiago/camino-deluxe/

Camino Deluxe: El Camino a todo lujo

Results (I): *Accommodation*

Change in the accommodation habits

Pilgrims stay in new kinds of accommodation (as hotels, holiday homes, etc.):

- Pilgrim is not obliged to only stay a single night. **Pilgrims can stay longer, and "do tourism";**

- **Time management** according to one's own needs;

- Accommodations with **several amenities**;

- Pilgrim does not have to share rooms with numerous beds, or no longer shares facilities with other pilgrims;

- Possibility to enjoy a more personal (and intimate) dimension to the tourist experience in general, and to the pilgrimage in this case.

Anfitriones

👤 **3.800**
Número de anfitriones activos en 2022

🔍 **44%**
Porcentaje de aumento del número de anfitriones activos

📷 **49 años**
Edad media del anfitrión

🏠 **79%**
Porcentaje de anfitriones con un alojamiento entero

🔔 **19,2M€**
Ingresos totales de los anfitriones

⚡ **45%**
Porcentaje de aumento de los ingresos totales de los anfitriones

Huéspedes

🎁 **165.400**
Total de llegadas de huéspedes

✈ **48%**
Porcentaje de aumento de llegadas de huéspedes

🐚 **42 años**
Edad media del huésped

Alojamientos

🏠 **6.030**
Alojamientos activos

🧳 **4 días**
Media de duración del viaje

🧹 **106€**
Tarifa media diaria de un alojamiento

Source: https://news.airbnb.com/wp-content/uploads/sites/4/2023/07/ES_Report_Camino-de-Santiago.pdf

Results (II): *Luggage transportation services*

- Prevalence of pilgrims carrying small backpacks;

- Significant rise in the number of vans from different firms;

- Increasing demand and improved infrastructure of the logistic companies;

- Pilgrims' profiles:

  1. Those who follow the traditional method of walking between stages and staying at public hostels;

  2. Walkers who divide the Camino into segments, walking different parts over the course of months or years;

  3. Pilgrims with mobility limitations, often older individuals, who travel in groups and complete the Camino in small stages.

Conclusive Remarks

Desire of pilgrims to plan a tailor-made trip with their own rhythms to fully live the experience;

Growing number of pilgrims travel without the traditional large backpacks and others prefer more comfortable accommodation.

Progressive departure from the purist vision, which also begins to emerge in the statistics of the *Compostela*, with an increase in other motivations.

Conclusive Remarks

- The Way of St. James is the emblem of a change of identity from a purely religious destination to a post-secular tourism destination with spiritual attributes;

- New **personalised narratives**, which move differently, while confirming this route as a unique, atypical product, but one perfectly integrated into the most current motivations of tourism practice

THANKS FOR YOUR ATTENTION!